

Message Text

UNCLASSIFIED

PAGE 01 DUSSEL 00629 300952Z

ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W

-----302313Z 047747 /54

R 300835Z MAR 77

FM AMCONSUL DUSSELDORF

TO USDOC WASHDC

INFO SECSTATE WASHDC 3117

AMEMBASSY BERN

AMEMBASSY BONN

AMCONSUL MILAN

AMCONSUL MUNICH

AMEMBASSY PARIS

AMCONSUL ZURICH

UNCLAS DUSSELDORF 0629

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: GERMAN FASHION MARKET

REF: ZURICH 0071

1. PARA 4C REFTEL, SUGGESTS COMMERCE CONSIDER SPONSORSHIP OF USA EXHIBITS AT FASHION FAIRS MODEWOCHE (MUNICH) AND IGEDO (DUESSELDORF). BASED ON NUMEROUS DISCUSSIONS WITH VARIOUS SOURCES INCLUDING VERBAND DER DAMENOBERBEKLEIDUNGS-INDUSTRIE (WOMEN'S APPAREL INDUSTRY ASSOCIATION), AND VISITS TO RECENT IGEDO; POST BELIEVES GERMAN MARKET REMAINS UNPROMISING FOR AMERICAN CLOTHING MANUFACTURERS WITH EXCEPTION OF CASUAL WEAR CATEGORY I.E., SWEAT SHIRTS, T-SHIRTS, AND JEANS, FOR THE REASONS STATED IN PARA 2 BELOW.

2. A) GERMAN CONSUMERS SHOW PREFERENCE AS SUGGESTED REFTEL FOR PURE WOOL AND COTTON FABRICS OVER SYNTHETIC BLENDS. (NOTE: GERMAN ACCEPTANCE OF FABRIC BLENDS

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 DUSSEL 00629 300952Z

TOLERATED ONLY UP TO MAXIMUM 50 PERCENT POLYAMIDES);

B) PRODUCTION/PURCHASING SCHEDULES OF US MANUFACTURERS DO NOT COINCIDE WITH EUROPEAN COUNTERPARTS. ORDERS SUBMITTED HERE 6 MONTHS IN ADVANCE OF SEASON'S REQUIREMENTS THEREBY ALLOWING EUROPEAN SUPPLIERS MORE COMPLIANCE TIME AND FLEXIBILITY;

C) STYLE, DESIGN, AND COLOR COMBINATIONS DO NOT FAVOR GERMAN FASHION TASTES. FOR EXAMPLE SKIRTS, DRESSES AND COATS TEND TO BE LONGER THAN IN US;

D) QUOTE RELATIVELY POOR FINISHING QUALITY OF US APPAREL UNQUOTE;

E) UNLIKE AMERICAN BUYERS, GERMAN ORDERS TEND TO BE SMALL, RESTING ON CONCEPT OF INDIVIDUALITY AND EXCLUSIVITY OF STYLE.

3. CONVERSELY, GERMAN FASHION TASTES AND PURCHASING/SELLING PRACTICES ARE APPARENTLY NOT WIDELY ACCEPTABLE IN US MARKET. GERMAN MARKET SHARE OF TOTAL US IMPORTS AMOUNTS TO ONLY 1 PERCENT AND FOR ONLY SUCH SPECIALIZED GARMENTS AS LODEN APPAREL, BAVARIAN DRESSES AND SKIING OUTFITS (BOGNER).

4. HOWEVER, US MANUFACTURERS COULD CAPTURE GREATER SHARE OF GERMAN MARKET IN FOLLOWING AREAS:

A) LEISURE WEAR (NOT PROFESSIONAL SPORTS WEAR) AS DEMONSTRATED BY MARKET AND DISTRIBUTION SUCCESS OF WRANGLER AND LEVI JEANS;

B) CHILDREN'S CLOTHING OF HIGH QUALITY. US MANUFACTURERS APPEAR TO HAVE COMPETITIVE PRICE EDGE OVER EUROPEANS.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 DUSSEL 00629 300952Z

C) ACCESSORIES OF ALL TYPES, ESPECIALLY LEATHER.DUX

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptoning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 30-Mar-1977 12:00:00 am
Decapton Date: 01-Jan-1960 12:00:00 am
Decapton Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977DUSSEL00629
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770109-0726
Format: TEL
From: DUSSELDORF
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t1977038/aaaaagkg.tel
Line Count: 99
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 98705ebb-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 ZURICH 71
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 17-Sep-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3167871
Secure: OPEN
Status: NATIVE
Subject: GERMAN FASHION MARKET
TAGS: BEXP, GE
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/98705ebb-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009